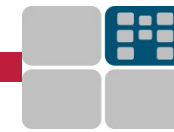




Technische
Universität
Braunschweig



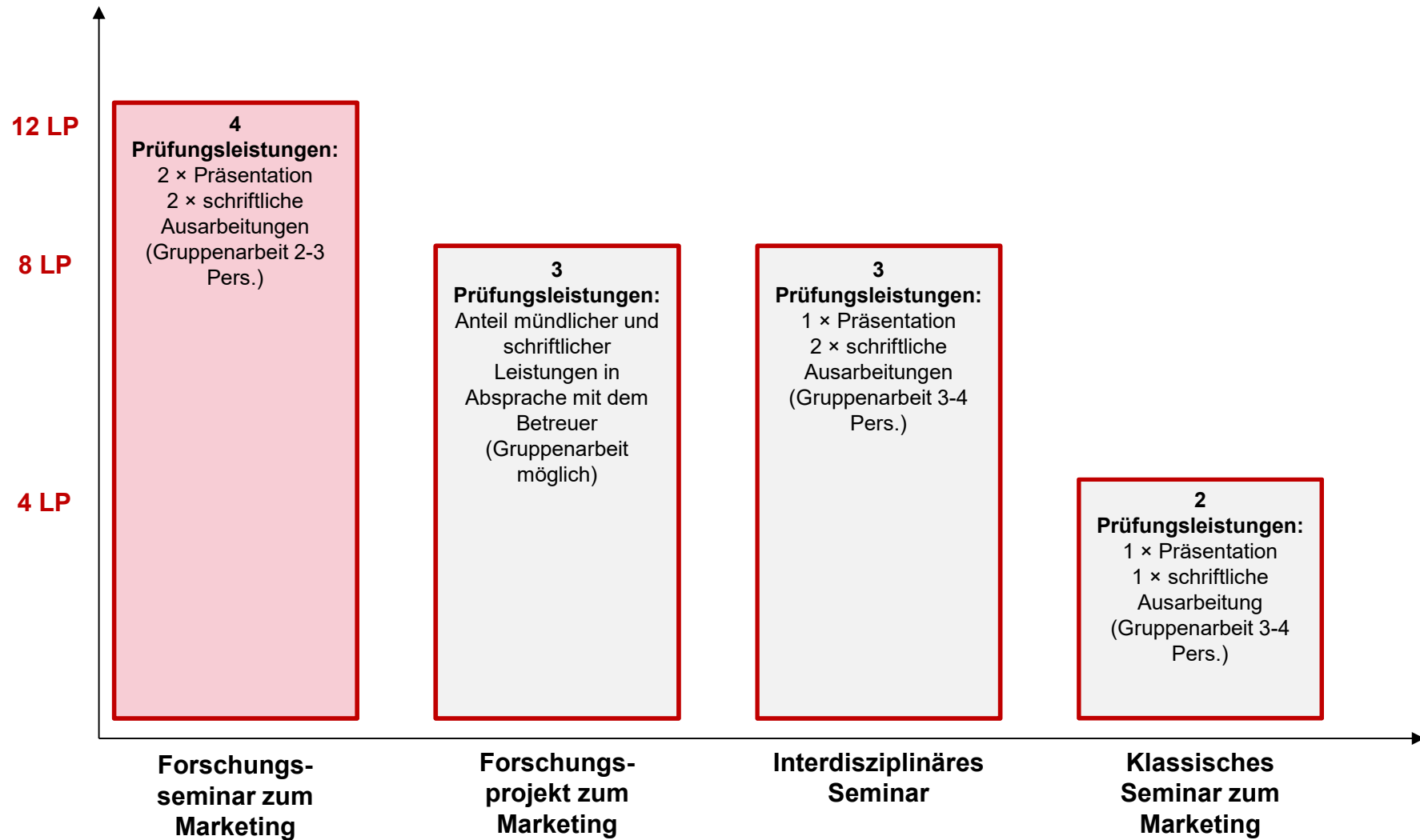
Institut für
Marketing
Prof. Dr. Dr. h.c. Wolfgang Fritz

Research Seminar “Consumer Acceptance of New Service Technologies”

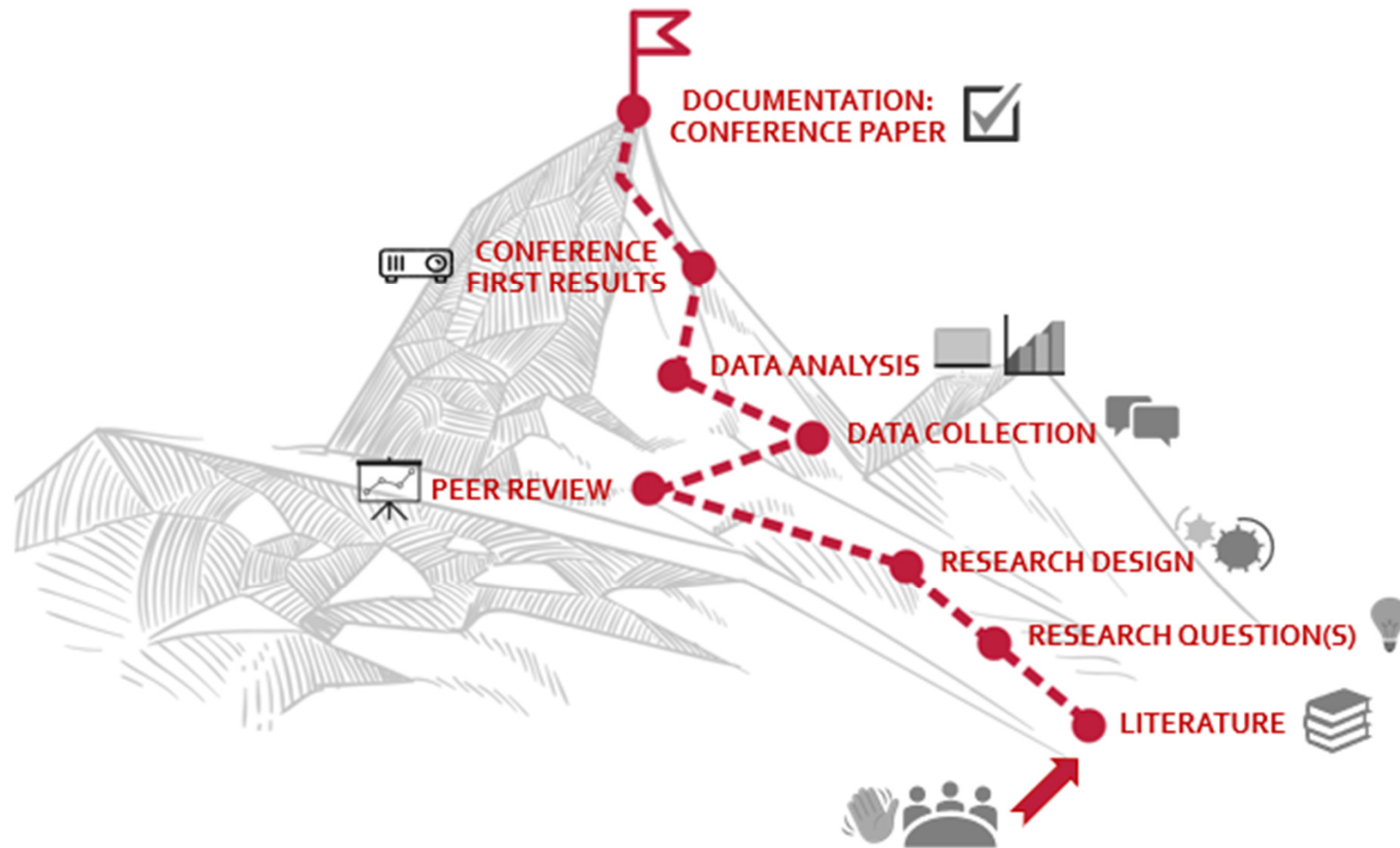


Dr. Stefanie Sohn

Technologie-orientiertes Management @ Marketing



Goals and Tasks



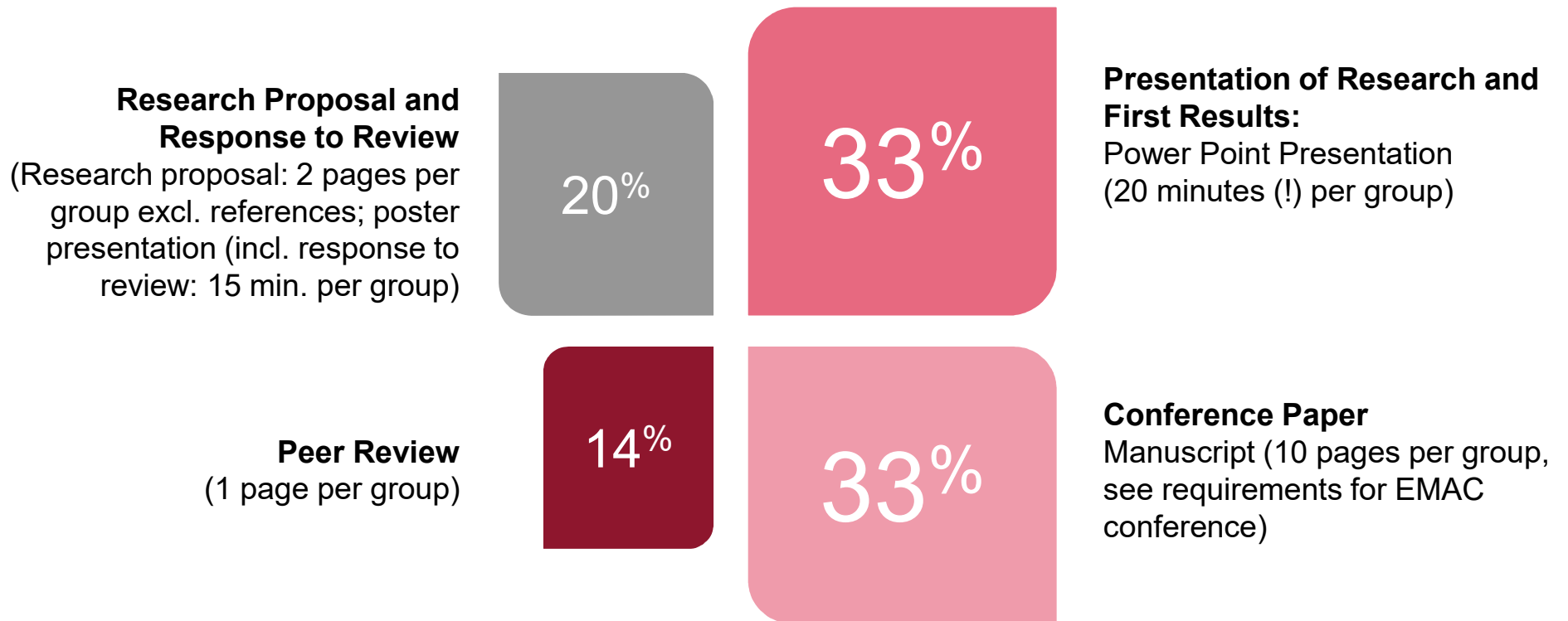
Schedule

Kick-off	08.04.2019 (9-12)
Theory (library): Literature search	08.04.2019 (13-15)
Theory (library): Literature search	09.04.2019 (13-15)
Theory (Sohn): Literature & RQ	10.04.2019 (9-12)
Theory (Sohn): Research design and data collection	10.04.2019 (13-18)
Theory (Sohn): Data collection and further tasks	11.04.2019 (10-15)
Research proposal and allocation of reviews	30.04.2019 (12, e-mail; 18, e-mail)
1st written test performance: Review submission	10.05.2019 (9, e-mail)
1st oral test performance: Poster presentation	15.05.2019 (9-12)
Planning data collection (survey, interview guide)	23.05.2019 (12, e-mail)
Feedback data collection	28.05.2019 (9-11, meeting per group)
Data collection	weeks 23-25
Theory (Sohn): Data analysis and documentation	26.06.2019 (9-12)
2nd oral test performance: Presentation of research and first results	16.07.2019 (15-18:30)
Feedback and questions	17.07.2019 (10-12)
2nd written test performance: Paper submission	01.11.2019 (12, e-mail)

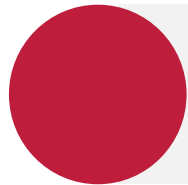


What to do exactly?

- 12 Leistungspunkte



Goals at a glance



KNOWLEDGE: develop your knowledge on the marketing research process and on technology usage for customer interaction



COMMUNICATION AND COOPERATION: develop your independent way of working and learn how to cooperate with colleagues of different backgrounds; learn how to present and explain complex research designs and results



PROFESSIONAL ATTITUDE: learn how to defend research findings and how to give and receive feedback in an academic context; learn how to develop preliminary findings



Requirements

- Technologie-orientiertes Management
 - Knowledge in empirical research (e.g., empirical bachelor thesis)
 - Fun, engagement and enough time
-
- **Please apply until 15th February 2019:** motivation letter and evidence for empirical research knowledge



Questions and Answers

